

Blockchain application to sustainable fashion: a demand analysis in Suzhou, China

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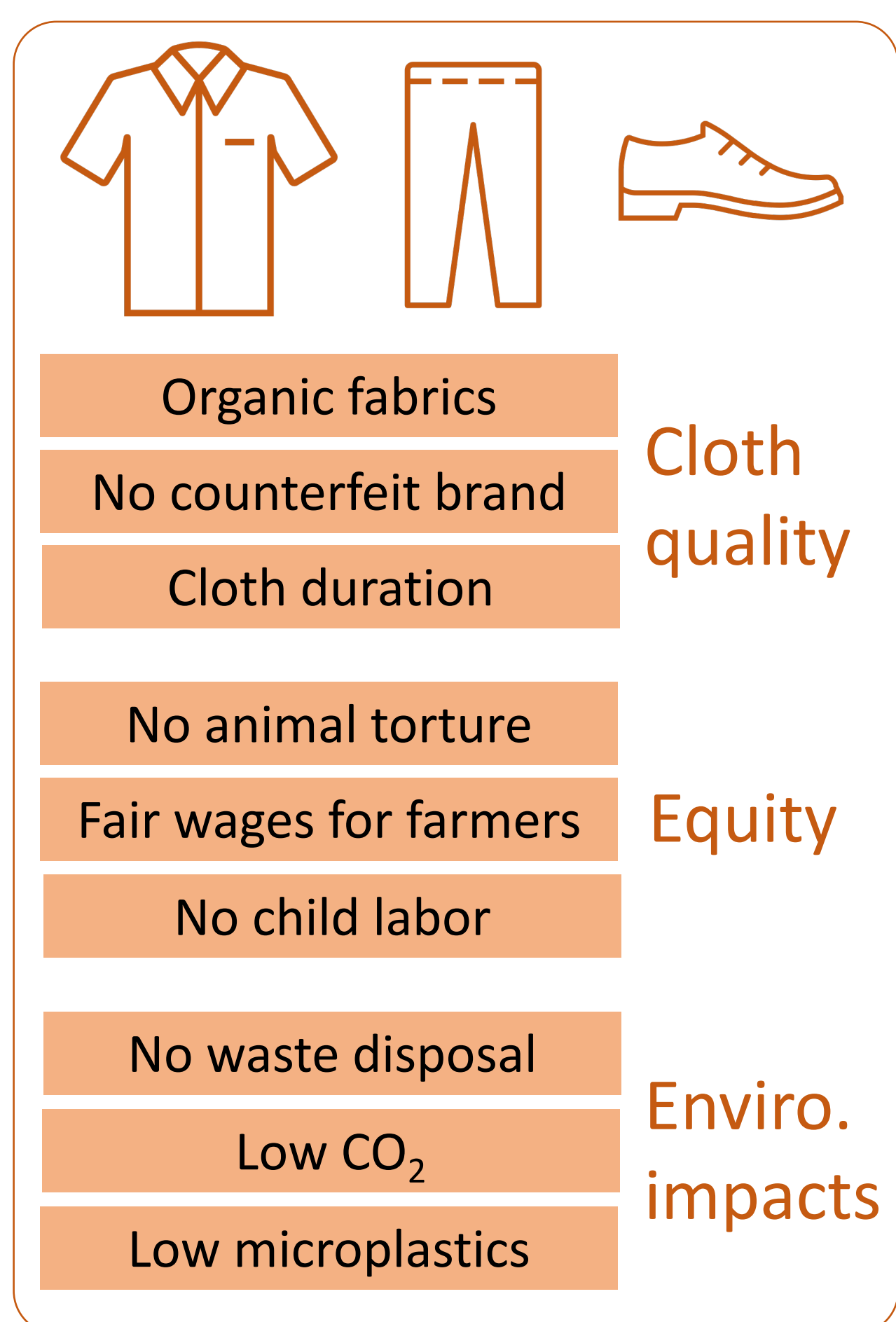
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Background

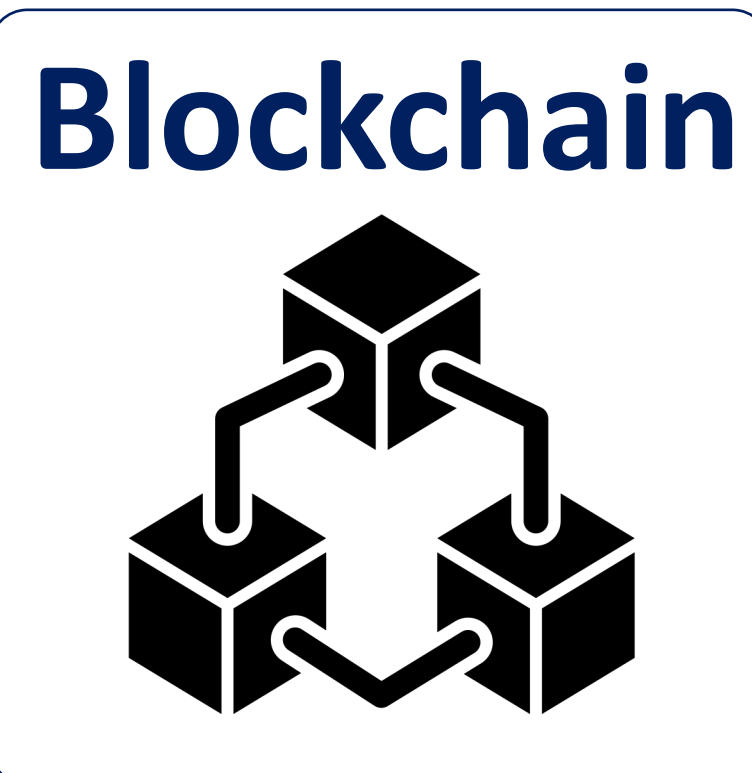
Key consumer info related to sustainable fashion



Product info
delivered by

Potential benefits

- Decentralization
- Transparent info
- Immutable info



? Demanded?



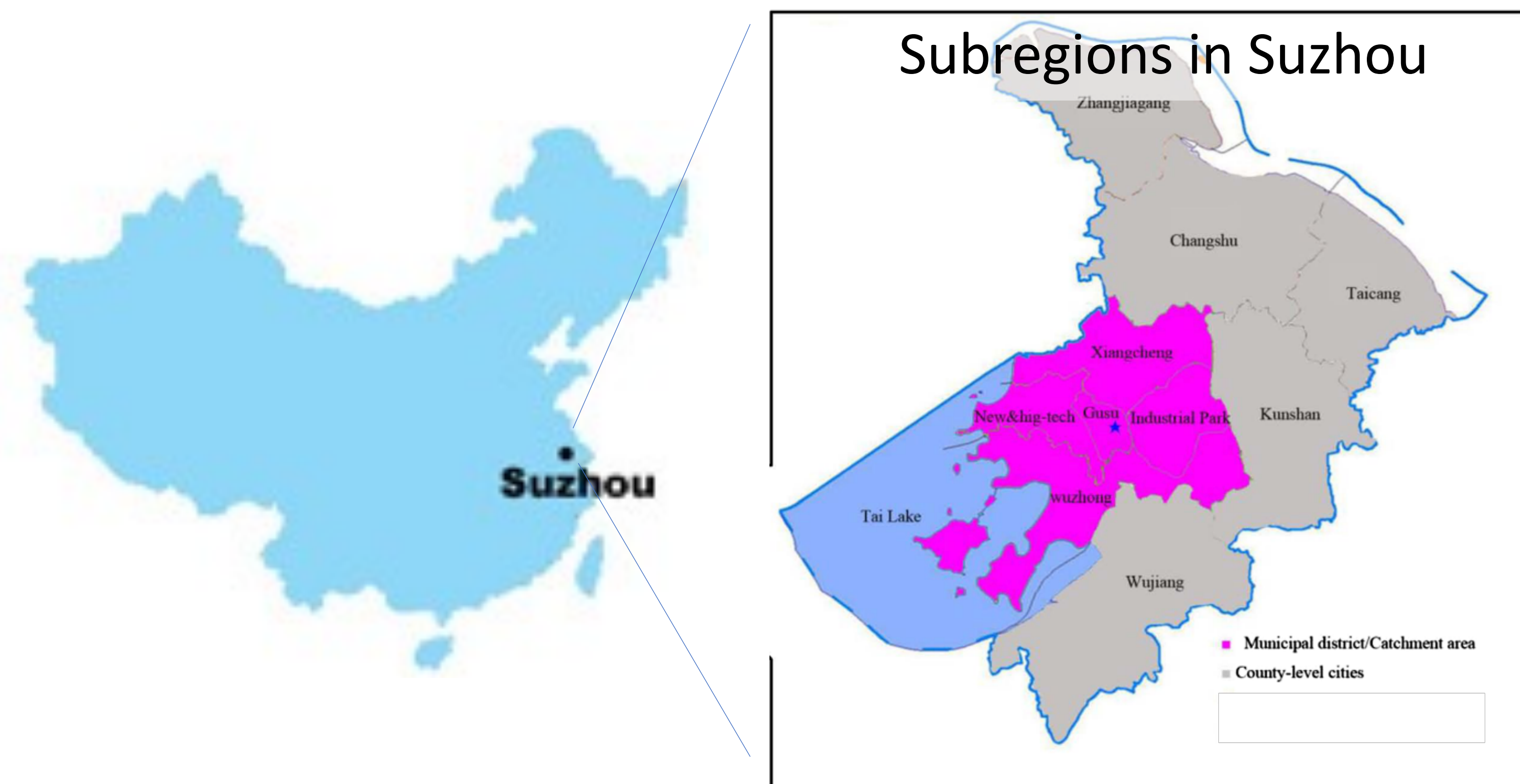
Consumers

Research Question

Which designs of blockchain application to sustainable fashion are demanded by consumers?

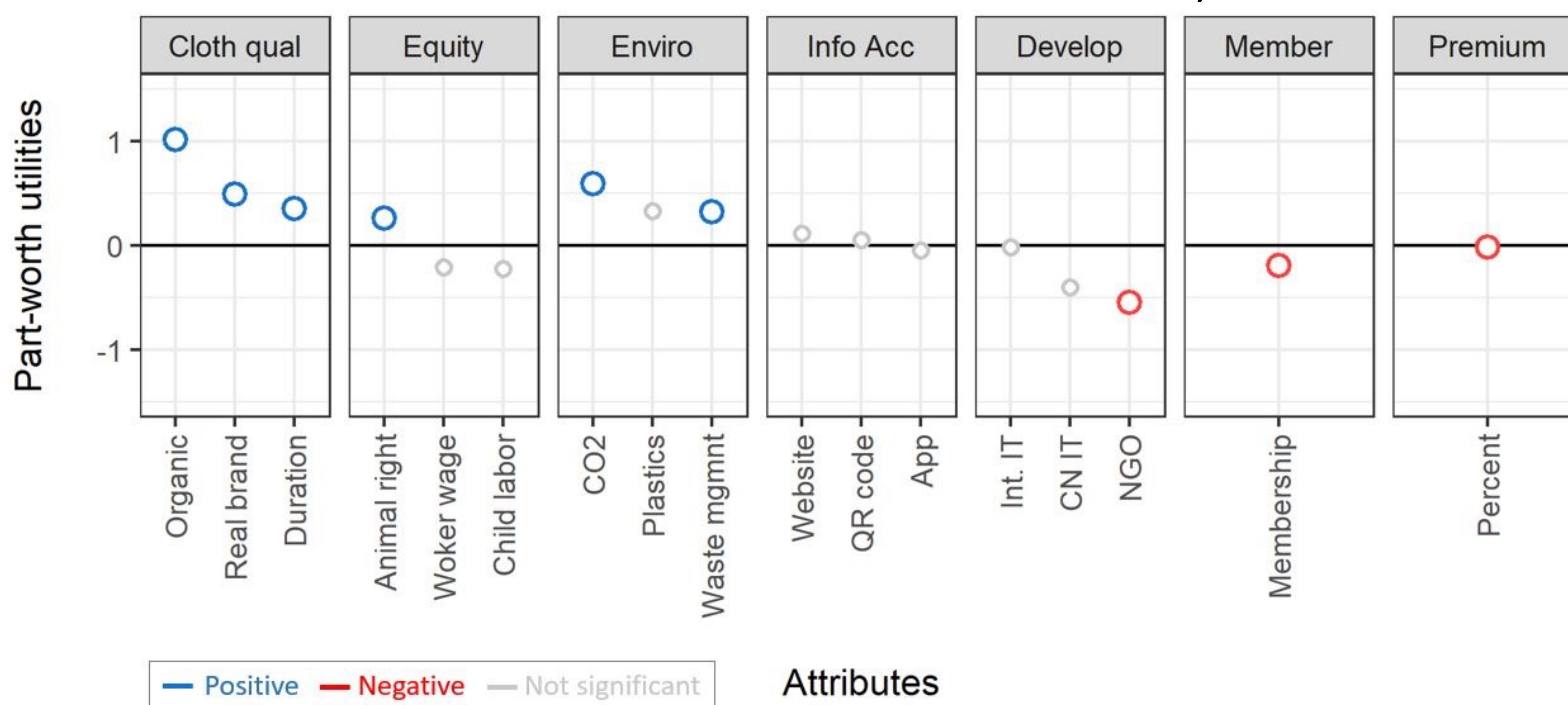
Methodology

A choice experiment analysis of consumers in five major shopping malls in Suzhou, China, in August 2021 ($n = 206$).



Results

Potential information on sustainable fashion revealed by blockchain



Preliminary findings

Strong demand for transparent information on **the cloth quality**:

- Use of organic fabrics
- Counterfeit products
- Cloth duration

Demand for information on **the ethical and environmental impacts**:

- Supporting the animal right
- Carbon emission reduction
- Reducing industrial wastes

Discussions

Blockchain application to fashion industries might be supported in China if it can improve the transparency of product information (e.g., cloth quality).

Blockchain might support promoting sustainable consumption related to low carbon footprint. It might support China's national agenda for a carbon neutral society.

Blockchain application to fashion industries might be challenged by consumers' preference for permissionless blockchain systems (e.g., no membership).

Acknowledgements

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Reference

Picture from Zhang, T., Zhang, J., Hua, J. *et al.* Influenza-associated outpatient visits among children less than 5 years of age in eastern China, 2011–2014. *BMC Infect Dis* **16**, 267 (2016). <https://doi.org/10.1186/s12879-016-1614-z>